

WHAT IS CLAIMED IS:

1. A history window associated with a media player, comprising
a window element configured to display an item of supplemental
5 information related to a previously broadcast program segment; and
an identification associated with said window element identifying
additional supplemental information related to said previously broadcast
program segment;
wherein said media player is configured to use said identification to
10 retrieve said additional supplemental information upon selection by a user.
2. The history window of claim 1, wherein said identification is
program data associated with said broadcast program segment.
- 15 3. The history window of claim 1, wherein said window element is
one of a plurality of window elements arranged in chronological order on a
screen of said media player.
4. The history window of claim 1, wherein said additional
20 supplemental information is stored locally on a user terminal.
5. The history window of claim 1, wherein said additional
supplemental information is retrieved from a data server.
- 25 6. The history window of claim 1, wherein said additional
supplemental information is stored on said server.
7. The history window of claim 1, wherein said additional

supplemental information is stored on a second server, and an identification of said supplemental information is stored on said data server.

8. The history window of claim 3, further comprising a scroll bar
5 enabling scrolling through a plurality of window elements in response to user input.

9. The history window of claim 3, wherein said identification is
10 stored in one of a circular buffer, a LIFO, or a FIFO.

10. The history window of claim 1, wherein said additional
supplemental information includes an advertiser coupon.

11. The history window of claim 1, wherein said item of
15 supplemental information comprises at least one of an album image or an advertiser's impression.

12. The history window of claim 1, wherein said additional
supplemental information is provided for playback by the media player.

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13. The history window of claim 1, wherein said broadcast material
is a radio program.

14. A method for providing a history of broadcast material,
25 comprising:

displaying an item of supplemental information in a window element,
said supplemental information related to a previously broadcast program
segment; and

providing an identification associated with said window element, said identification identifying additional supplemental information related to said previously broadcast program segment;

wherein said media player is configured to use said identification to
5 retrieve said additional supplemental information upon selection by a user.

15. The history window of claim 1, wherein said identification is program data associated with said broadcast program segment.

10 16. The history window of claim 1, wherein said window element is one of a plurality of window elements arranged in chronological order on a screen of said media player.

17. The history window of claim 1, wherein said additional
15 supplemental information is stored locally on a user terminal.

18. The history window of claim 1, wherein said additional supplemental information is retrieved from a data server.

20 19. The history window of claim 1, wherein said additional supplemental information is stored on said server.

20. The history window of claim 1, wherein said additional supplemental information is stored on a second server, and an identification of
25 said supplemental information is stored on said data server.

21. The history window of claim 1, wherein said additional supplemental information includes an advertiser coupon.

22. The history window of claim 1, wherein said item of supplemental information comprises at least one of an album image or an advertiser's impression.

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